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Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-04 H-01 INR-07
L-03 NSAE-00 NSC-05 PA-01 PRS-01 SP-02 SS-15
USIA-06 /058 W
----------016784 202011Z /72
P 202004Z JUN 77
FM AMEMBASSY OTTAWA
TO SECSTATE WASHDC PRIORITY 3872
INFO AMCONSUL MONTREAL
ALL OTHER CANADIAN POSTS BY POUCH

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EO 11652: N/A
TAGS: PINT, CA
SUBJECT: NEW GALLUP POLL; MORE PC WOE

REF: OTTAWA 4605

1. GALLUP POLL, TAKEN IN EARLY MAY AND REPORTED IN JUNE 18 PRESS, DEMONSTRATES DRAMATIC DETERIORATION OF PROGRESSIVE CONSERVATIVE (PC) LEADER JOE CLARK'S POSITION AS CONTRASTED WITH PM TRUDEAU'S STRONG AND UNDISPUTED LEADERSHIP OF LIBERALS.

2. POLL REVEALED THAT 62 PERCENT OF CANADIAN VOTERS VIEW TRUDEAU AS AN "ASSET" TO THE LIBERALS WHEREAS ONLY 25 PERCENT REGARD HIM AS A LIABILITY TO THE PARTY. BY CONTRAST, ONLY 28 PERCENT OF VOTERS VIEW CLARK AS AN ASSET TO HIS PARTY AND 37 PERCENT SEE HIM AS A HINDRANCE TO THE PARTY. IN DNE SENSE, NEW DEMOCRATIC PARTY (NDP) LEADER ED BROADBENT FARED WORST OF ALL. WHILE 27 PERCENT SAW HIM AS AN ASSET AND 26 PERCENT VIEWED HIM AS A LIABILITY, 57 PERCENT OF THOSE POLLED DID NOT EVEN KNOW WHAT HIS IMPACT HAS BEEN ON THE NDP.
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3. A YEAR AGO, 60 PERCENT OF VOTERS VIEWED CLARK AS AN ASSET TO HIS PARTY WHILE ONLY 7 PERCENT FELT HE WAS A HINDRANCE (ONE THIRD OF THE ELECTORATE HAD NO OPINION; NOT SURPRISING SINCE HE HAD LED THE PARTY FOR ONLY FOUR MONTHS). IN APRIL 1976, 49 PERCENT OF THE VOTERS DISAPPROVED OF THE WAY TRUDEAU WAS DOING HIS JOB WHILE ONLY

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33 PERCENT APPROVED.

4. COMMENT: TO A DEGREE, THESE RESULTS ARE SKEWED SINCE QUESTIONS WERE PUT TO VOTERS REGARDLESS OF PARTY AFFILIATION AND, WITH A 15 PERCENT LIBERAL PARTY POLLING LEAD AT PRESENT, A MEASURE OF LIBERAL BIAS IS INEVITABLY PRESENT IN THE FIGURES. NONETHELESS, THE POLL VIVIDLY DEMONSTRATES HOW DRAMATICALLY THE POLITICAL SITUATION HAS TURNED AROUND HERE IN THE LAST YEAR. AS EMBASSY HAS INDICATED, TRUDEAU HAS SIMPLY TAKEN OVER NATIONAL UNITY ISSUE AND, IN DOING SO, HAS PUSHED CLARK INTO ONLOOKER ROLE. AT SAME TIME, MEDIA HAS GENERALLY TREATED CLARK ROUGHLY, EMPHASIZING HIS YOUTH, INEXPERIENCE AND APPARENT INABILITY TO CONTROL HIS OWN FORCES, E.G. DEFECTION TO LIBERALS OF HORNER AND LAVOIE.

5. EMBASSY ESTIMATE IS THAT CLARK AND PCS HAVE PROBABLY BOTTOMED OUT IN LOW POPULARITY. TRUDEAU HAS LIKELY RUN NATIONAL UNITY ISSUE FOR ALL IT WORTH AND MEDIA HAS BEGUN TO SHOW SIGNS OF TIRING IN FOSTERING CLARK DERISION. IF CLARK AND PCS HAVE BOTTOMED OUT, HOWEVER, IT IS A LOW BOTTOM INDEED, AS MOST RECENT POLL SHOWS. ENDERS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PRIME MINISTER, PUBLIC OPINION POLLS, POLITICAL PARTIES
Control Number: n/a
Copy: SINGLE
Sent Date: 20-Jun-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977OTTAWA05326
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Handling Restrictions: n/a
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Original Classification: LIMITED OFFICIAL USE
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Original Previous Classification: n/a
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Reference: 77 OTTAWA 4605
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 27-Dec-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
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Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2093628
Secure: OPEN
Status: NATIVE
Subject: NEW GALLUP POLL; MORE PC WOE
TAGS: PINT, CA, PC, (TRUDEAU, PIERRE-ELLIOTT)
To: STATE
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/8a6fe779-c288-dd11-92da-001cc4696bcc
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